

PUBLIC INFORMATION & COMMUNICATION SERVICES NIH – TASK ORDER

RFTOP# 175

TITLE: NCCAM Web site and Intranet

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name:	Elizabeth Dean Contract Specialist deane@mail.nih.gov 301-435-3833
	Gary P. Topper Contracting Officer topperg@mail.nih.gov 301-435-3793
Proposal Address: [U.S. Mail]	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6010 Bethesda, MD 20892-7195
Proposal Address: [Hand Delivered]	Research Contract Branch, OM National Cancer Institute, Suite 600 6120 Executive Boulevard, Room 6010 Rockville, MD 20852
Billing Address:	See “Proposal Address [US Mail]” above

B. PROPOSED PERIOD OF PERFORMANCE:

Base Period: September 20, 2004 – September 19, 2005
Option 1: September 20, 2005 – September 19, 2006
Option 2: September 20, 2006 – September 19, 2007

C. PRICING METHOD: Cost Plus Fixed Fee (Term/Level of Effort)

Offerors must propose a staffing plan that meets the work requirements laid out in this RFTOP.

The Government estimates that this statement of work will require approximately 3,621 labor hours per year. NCCAM estimates a need for 10,863 hours if all option years are exercised (total 3 years). The proposed labor hours exclude vacation, sick leave and holiday. For the base year, NCCAM estimates use of the following number of labor hours by general labor categories:

Category	Hours per Year
Professional (Project Director)	364
Professional Support	2548
Technical Support	709

Budget Assumptions:

For the purposes of establishing a budget, offerors should assume:

- No local travel associated with onsite support.
- No costs associated with acquiring/licensing software for instant messaging.
- No costs associated with acquiring and licensing other software applications.
- No costs associated with producing promotional giveaways.
- Other direct costs of \$11,100 during option year 1 with 3% escalation each option year.

D. PROPOSAL INSTRUCTIONS:

Both technical and cost proposals shall be submitted in *electronic format* to Elizabeth Dean at the above e-mail address on or before the specified due date. Please enter in the subject line the following text, “**RFTOP#175 - Proposal.**”

Proposals should be no more than fifteen (15) pages in length; this does not include resumes and exhibits. Please do not try to extend the page limit by reducing the font size or changing margins (12 point font should be used). The 15-page limit does not include the business proposal. Please prepare a Web sample box of exhibits, forms, links to web pages, etc., rather than submitting them with the proposal. The items in a web sample box will not count against the page limit.

Your firm has already qualified for this task order. NOTE: Do not fill your proposal with boilerplate or unnecessary filler. Please be concise. Also, please do not include what was not asked for – additional resumes, an understanding of the problem, step-by-step instructions for performing a task, etc.

E. PROPOSAL DUE DATE: **June 22, 2004**, 3:00 p.m. local time, at the address specified for receipt of offers above. Questions about the project can be submitted to deane@mail.nih.gov through June 8, 2004.

F. TASK DESCRIPTION:

I. PROJECT DESCRIPTION

The National Center for Complementary and Alternative Medicine (NCCAM) (also referred to as “the Center” in this SOW) is seeking a contractor to maintain and enhance the Center’s public Web site (nccam.nih.gov) and staff Intranet. The contractor will provide continuing technical support, site maintenance, development, evaluation, and marketing/promotion services.

II. BACKGROUND

NCCAM’s mission is to explore complementary and alternative healing practices in the context of rigorous science, train CAM researchers, and disseminate information to the public and health care professionals. See the NCCAM Web site for additional information about the Center. www.nccam.nih.gov/about.

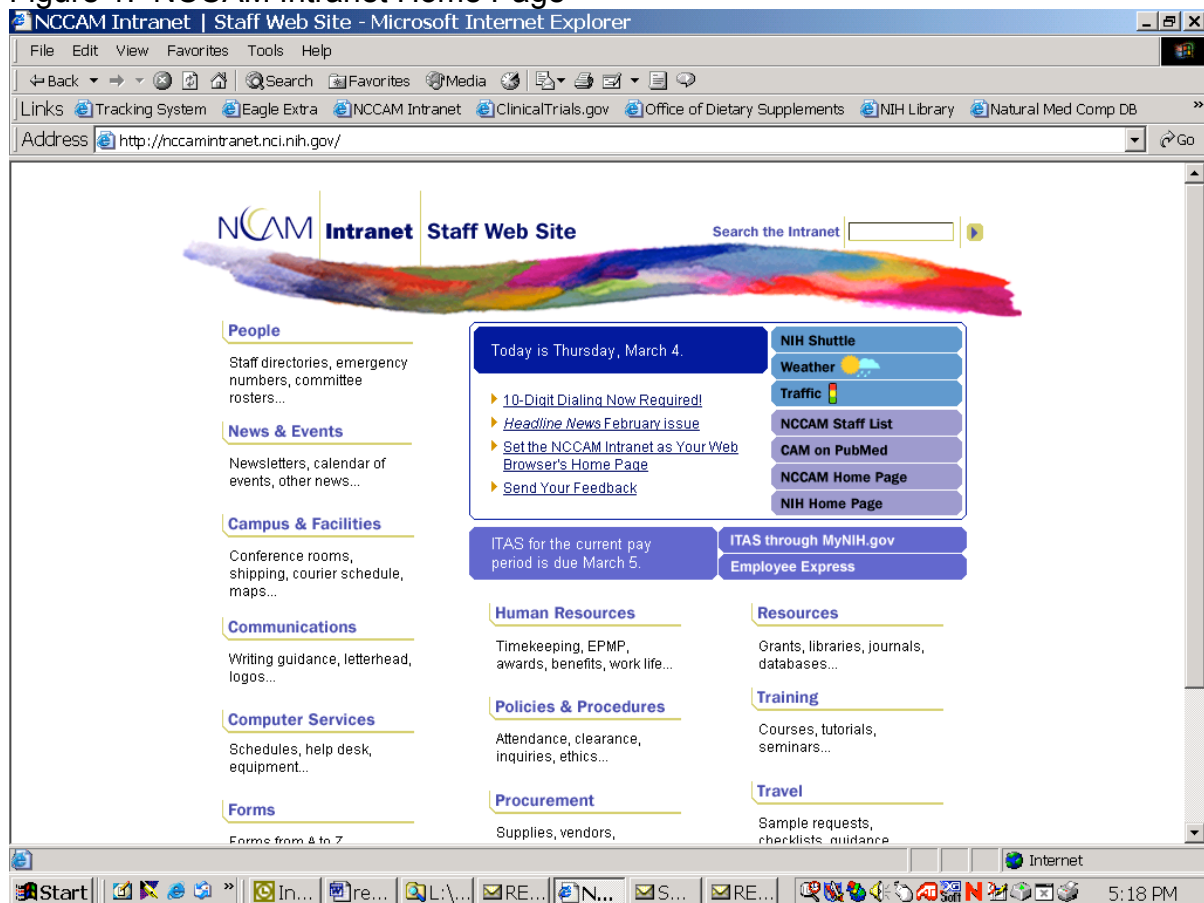
The NCCAM Web site plays a critical role in supporting the Center’s mission. It is a key tool for communicating accurate, timely, and credible information about complementary and alternative medicine (CAM) research, therapies, as well as NCCAM programs. The Web site’s audiences include: the public, patients and their families, conventional health care providers, CAM practitioners, researchers, Congress, NCCAM and NIH staff, other Federal agencies, the media, professional societies, and industry.

The Center’s first Web site was established in 1997 by NCCAM’s predecessor -- the Office of Alternative Medicine. In May 2002, NCCAM launched a completely redesigned Web site. To develop the new site, NCCAM conducted formal usability testing and also completed an in-depth content audit. NCCAM recruited representative Web site users -- consumers, researchers, physicians, and health care practitioners -- to test the old site and a prototype of the new site. The current site consists of six major sections: Health Information, Research, Training, Clinical Trials, News and Events, and About NCCAM.

A new NCCAM Intranet was launched in October 2002. The current Intranet (see Figure 1 below) receives an average of 9,045 page views per day.

Both the new web site and the Intranet were redesigned by Eagle Design and Management, Inc in Bethesda, MD, while usability testing was conducted by Human Factors International located in Fairfield, IA.

Figure 1. NCCAM Intranet Home Page



Note: Both sites are hosted on a server maintained by the National Cancer Institute.

III. SPECIFIC CONTRACTOR REQUIREMENTS

The major tasks are as follows:

1. Project Management and Administration
2. Web Development and Maintenance
3. Quality Control
4. Marketing and Promotion
5. Tracking and Evaluation
6. Transition Plan and Contract Closeout

Task 1. Project Management and Administration

In operating the Web sites, the contractor shall manage personnel, financial, and material resources to ensure that all requirements of this task order are met. Management success will be assessed throughout the contract by the Project

Officer, based on the quality and effectiveness of the fulfillment of deliverables. The contractor shall:

- Ensure that tasks are completed on time, within budget, and with the highest quality.
- Assume responsibility for managing all aspects of the NCCAM Web site and Intranet operations.
- Key personnel and on-site staff are subject to the approval of the Project Officer.
- Have a Project Director that will be the principal point of contact with the Government and will be responsible for the overall management of the project.
- Provide onsite staff at NCCAM, as needed, and within the scope of work of the contract. We envision that onsite support may be required 2-3 days per week.
- Develop and submit a staffing plan that provides full support for the requirements of the contract. The plan will include an organizational chart for the proposed staff showing areas of responsibility and lines of authority.

Task 2. Web Development and Maintenance of NCCAM Web Site and Intranet

The contractor shall have the staff, resources, and technical expertise to create, maintain, and distribute information using the World Wide Web. This will include the ability to:

- Convert documents from WordPerfect, Word, ASCII, Excel, Lotus, and other software into language for the Web site (i.e., HTML, XML, etc.), establishing appropriate links between and within documents.
- Convert images, audio, or video for Internet access.
- Offer additional Web-based services such as instant messaging, meetings, or Web chats (i.e., Webinars or netmeetings) when requested by the Project Officer.
- Develop new Web pages that comply with Section 508, a regulation that states that Web sites of Federal agencies must be accessible to individuals with disabilities. (See <http://usability.gov/accessibility/508.html>.)
- Develop new Web pages using principles of good Web design, including but not limited to the principles outlined at the Federal Web site usability.gov.
- Design new graphics or icons or obtain photos and images that can complement the content of the Web site.
- Conduct usability testing and consulting occasionally as requested.
- Create Web forms or Web applications, searchable databases, and other programmable systems as requested.

In addition, the contractor will be expected to keep current on industry standards and trends in Web design, development, usability, and applications and to suggest improvements/enhancements in NCCAM's web sites so that the public site and

intranet are of high quality, use current technology, and meet performance expectations of the industry.

2.1 Extranet Web Site

The contractor will develop and maintain a secure extranet Web site accessible to NCCAM and Web team members. This site should be a password-protected site containing sections for administration (reports, user metrics, task schedules, etc.), design (style guide, mock ups, illustrations), and development/production.

The contractor will create development sites for both the public site and the intranet. The development sites will mirror the live sites.

2.2 Project Workflow System

The contractor will maintain and use a Workflow Tracking System (WTS) or other open source or similar software that allows NCCAM or the contractor to enter new projects, view progress, approve or return edits, and view status of all projects.

The contractor will assess the system developed by the current contractor and recommend improvements, if any. The system is based in Perl and Oracle. It has been programmed to be compatible with Zope in the case that NCCAM would want to expand the system.

2.3 Content Development

The contractor will plan, research, write, design, and post documents, as needed. The contractor will produce up to 5 “Consumer Alerts” per year. Samples are available on the NCCAM Web site, in the Health Information section (<http://nccam.nih.gov/health/>).

2.4 Preparing Publications for the Web

The contractor will be able convert text to a Web-friendly format, taking into consideration:

- Use of plain language
- Information mapping
- Chunking text
- Font size and style
-

2.5 NIH Senior Health Web Site

During each contract year, the contractor will work with NCCAM to develop one complementary and alternative medicine chapter for an NIH Web site designed for older adults, nihseniorhealth.gov. This task will involve using existing NCCAM publications to outline key information for seniors, write questions, and develop a list of frequently asked questions with answers. NCCAM will require assistance identifying photos and video-clips that could be used for the chapters.

2.6 Programming Requirements

Programming skills will be required. The contractor must be able to design

databases with appropriate user interfaces as well as convert paper-based forms into web-based applications. This task will involve more than creating an online form that mirrors the original form (See <http://usability.gov/lessons/form.html>).

Examples of online forms are: 1) Registration forms for a conference, 2) Public comment form to submit input for the NCCAM strategic plan, 3) Form to submit publications for internal clearance, and 4) Business card order form.

Examples of searchable databases: 1) Bibliography of journal articles written by NCCAM grantees, and 2) NCCAM staff telephone list.

2.7 Meeting Minutes

Approximately 4 times per year, the contractor will be required to attend a _ day meeting of the National Advisory Council for Complementary and Alternative Medicine. The contractor will transcribe, edit, and post meeting minutes on the NCCAM Web site. (See past minutes at <http://nccam.nih.gov/about/advisory/naccam/index.htm#2>.)

2.8. Implementing Instant Messaging

NCCAM plans to implement a new instant messaging application (real-time live online assistance from information specialists to visitors to the NCCAM Web site) during the first contract year. The contractor responsible for the NCCAM Clearinghouse will purchase, program, test, and adapt software for this application. The Web contractor will collaborate with the Clearinghouse contractor to ensure a smooth transition to the new service -- adding links and icons to all relevant Web pages. The current Clearinghouse contractor is Aspen Systems Corporation in Rockville, MD.

Task 3. Quality Control

The accuracy and timeliness of Web site content reflects on the credibility of NCCAM. The contractor will be responsible for making sure that all components of the Web site are functioning smoothly at all times.

3.1 Proofing/Editing

Contractor will ensure that all pages undergo a detailed quality assurance check including coding, links, spelling, grammar, compliance with Section 508, etc.

3.2 Link checking

Contractor will conduct link checking at least twice per month. Broken links will be reported to the Project Officer immediately and fixed within 1 working day.

3.3 Turn-Around Time

NCCAM will set deadlines for projects on the Web Tracking System. General turn-around time for Web pages will be 2 days. Projects that are more complicated or require programming will have a turn-around time of up to 10 business days. Often,

“hot” or time-sensitive items will need to be posted within 2 hours.

Task 4. Marketing and Promotion

The contractor, in consultation with NCCAM, will develop a promotion plan for the NCCAM Web site. The plan will identify goals, objectives, and tactics for promoting awareness of the NCCAM Web site.

Elements of the plan will include:

- Strategies to improve rankings in various search engines
- Use of e-mails to promote the site and encourage other sites to link to us
- Identifying awards and submitting applications

The promotion plan will be submitted 60 days after contract award. The contractor will help to implement the plan. On an annual basis, the contractor will review the promotion plan and update it.

Task 5. Tracking and Evaluation

5.1 User Metrics

The contractor will monitor and evaluate monthly server logs to determine patterns of use and other trends. This data will be included in the monthly and annual reports and posted on the extranet.

5.2 Surveys

Upon contract award, the contractor will assess the results of an online consumer satisfaction survey conducted in 2003 and recommend what additional strategies would be useful for evaluating the effectiveness of the NCCAM Web site. The contractor will assist NCCAM in considering use of the American Customer Satisfaction Index (ACSI) or other evaluation measures.

5.3 Usability Testing

The contractor shall be able to conduct usability testing as needed. Testing may be needed prior to implementing the instant messaging application. Testing may also be used for any new, unique, or special sections of the Web site.

Task 6. Transition and Contract Closeout

At the end of this contract, the contractor will cooperate fully with the successor contractor and participate in meetings and/or telephone conversations in which current procedures and activities are discussed in detail.

- The primary goal will be to ensure smooth and orderly transition with minimal disruption to the Web site.
- The transfer will include transfer of property, files, software or programming, and any government-furnished equipment.

IV. SPECIAL REQUIREMENTS

- To ensure rapid response to changing program needs, the project staff must be available to meet with NCCAM in Bethesda, MD, with as little as 2 hours' notice.
- Offerors shall follow all Federal and DHHS security requirements as prescribed by OMB Circular A-130, Appendix III, "Security of Federal Automated Information Systems," the *DHHS Automated Information Systems Security Program (AISSP) Handbook*, and all applicable NIH security policies. Offerors shall provide their security policy and practices in their proposals. The security plan should follow the format established by NIH CIT at: <http://irm.cit.nih.gov/security/secplantemp.html> and at minimum address all applicable areas below:

General AIS security compliance—Non Sensitive Information

Security level designations:

Sensitivity—Level 1 applies

Criticality—Level 1 applies

Overall security designation—Level 1 applies

Employee security clearance based on security level designations

Security Awareness Training (NIH, other)

Technical Security Controls (Confidentiality, Integrity, Availability)

How will they access NCI networks, computers, and data?

Access Control

Network (ex: firewall)

System (ex: network OS, tcp wrappers, SSH)

Application (ex: S-LDAP, SSL)

Remote Access (ex: VPN)

Monitoring and support (ex: IDS, pager, NOC)

Protection against data loss

OS security (ex: patch management)

Application security (ex: patch management)

Database security

Back-up and recovery

Fault tolerance, high availability

Malicious Code Protection (ex: Antivirus)

Physical Security

Access control (ex: locks, guards)

Power conditioning and/or UPS

Air conditioning

Fire protection

- DHHS Automated Information System (AIS) Security requirements will be included in the resulting contract award.

G. LOCATION OF WORK

While most activities will take place at the contractor's facilities, the contractor will need to provide one web developer to work at the NCCAM office 2-3 days per week. The office is located at 6707 Democracy Blvd, Bethesda, Maryland. Facilities for the person, including a networked computer and defined workspace, will be provided by NCCAM. The NCCAM project officer will be notified in advance if the on-site person is to be away from NCCAM during his/her onsite working hours.

H. EVALUATION FACTORS:

The technical proposal will receive paramount consideration in the selection of the Contractor for this Task Order. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, **cost/price** may become a critical factor in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. The cost of the contract should be a realistic assessment based on the required tasks and the quality of staff needed to accomplish those tasks. In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.

Evaluation of Options

It is anticipated that any contract awarded from this RFTOP will contain option provisions and periods. The Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement, except when it is determined not to be in the Government's best interests. Evaluation of options will not obligate the Government to exercise the options.

Each offeror's proposal is evaluated according to the four factors shown below.

Factor A: Management Approach to the Project (30%)

Offerors are to provide a proposal demonstrating a full understanding of the goals, expectations, and technical aspects of each of the tasks for this project. The security policy and practices will also be considered in the evaluation.

Factor B: Personnel (30%)

Offerors must demonstrate experience of key personnel supporting the planning and implementation of activities described in the task order. Please provide resumes of key staff and a staffing plan, including proposed labor hours and a backup plan in the event that key personnel are absent.

Key personnel will include:

- Project manager
- Information architect (Professional Support)
- Web programmer (Professional Support)

Include an organization and staffing chart. The chart should reflect your approach to management of the tasks and clearly show lines of authority and responsibility. The staffing chart should be organized by job category, showing lines of authority and estimated FTE's for each position (example: project manager (.1); web developer (1)). It is not necessary to specify the names and include resumes for non-key personnel.

The staffing plan should indicate access to experienced and seasoned health and science writers, web designers, and usability experts.

Factor C: Corporate Experience (30%)

Offerors will demonstrate their qualifications for operating the NCCAM Web site and Intranet by providing information for no more than 5 highly relevant examples of recent contracts. Please provide one-page descriptions of each example with links to Web sites that the contractor maintains. Quality, timeliness and cost control under previously awarded task orders under the NIH PICS will be considered.

Factor D: Quality of Proposal and Submitted Samples (10%)

The proposal should reflect a high quality of work and attention to detail. Offerors should take care to develop a web sample box with links to examples of their work, including Web sites, forms, and other exhibits which demonstrate experience with the tasks NCCAM has outlined.

REPORTING REQUIREMENTS/DELIVERABLES SECTION

Deliverables

The contractor will be responsible for submitting the following in accordance with the delivery schedule. [Project Officer = PO; Contracting Officer = CO]

1. Monthly Progress Reports -- PO & CO
 2. Monthly Meetings -- PO
 3. Annual Reports -- PO & CO
 4. Final Report -- PO & CO
 5. Annual Snapshot of Site – PO
 6. Promotion Plan – PO
- Monthly progress reports - Reports will contain an overview that highlights the most significant activities and describes opportunities, problems, or difficulties that arose during the preceding calendar month, as well as proposed solutions or steps taken to solve problems. NCCAM and the contractor will decide which server log data (user metrics) to collect and monitor over time (e.g., number of page views, most frequently viewed pages, unique visitors, etc.). This information will be included in the monthly report and simultaneously posted on the extranet (see Task 2.1). The first report will cover the first full calendar month following the effective date of the contract and any fractional part of the month. Reports will be submitted electronically to the Project Officer and Contracting Officer by the 10th business day of the following calendar month and will be made available on an extranet Web site. A monthly report is not due the month the annual report is due.
 - Monthly Meetings. The contractor will attend monthly status meetings and be prepared to summarize progress on the tasks outlined in the Statement of Work, outstanding tasks, as well as major problems encountered. The contractor is responsible for preparing an agenda, documenting these meetings, and providing follow-up action items for each meeting to the NCCAM project officer.
 - Annual Reports. Thirty days after the end of each contract year, the contractor will submit a short annual report that provides an overview/summary of accomplishments during the year. These reports will include user metrics and trends for both the public site and the Intranet. They will include graphs demonstrating trends in Web site usage. In the final section of the report, the Contractor will analyze the activities and recommend future directions for the NCCAM Web site and Intranet. The reports will be submitted electronically and made available on the extranet Web site (see Section 2.1).
 - Final Reports. At the conclusion of the contract, the contractor will submit electronically to the Project Officer and Contracting Officer a final report that

summarizes the activities and accomplishments for the entire contract period and include summaries of Web site usage. The final report should include recommendations for future growth and direction.

- Annual Snapshot of Site. During December of each year, the contractor will take a “snapshot” of the NCCAM public Web site for archival purposes. Two CDs with the “snapshot” will be sent to the NCCAM project officer. The contractor will prepare any required documentation as requested, such as a site map and description of the contents of the CD.
- Promotion Plan. Sixty days after contract award. See Task 4 of the SOW.

RFTOP: #175

TITLE: NCCAM Web Site and Intranet

PART II - CONTRACTOR'S REPLY:

CONTRACT #263-01-D-0 _____

TO # NICS- _____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED: _____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____

Signature – NIH-PICS Coordinator

Date